Minimal Economic Lives:
By Shomit Sirohi

Imagine a walk, a life and a economy – Louis Althusser (Creative Economics)

I. Management and Capitalist Firms – After May 68, Luc Boltanski and Ian Ciapello

Therefore in the early recession of 2008 in America, there was the development of May 68 aesthetics as part of capitalism, which develops post-Fordist crisis models of management and management theory of the firm style of new aesthetic capitalism. What a joke, that now May 68 is fully integrated to a capitalist style of development – as if there is a spontaneous wild-cat strike everywhere with students in a noyeaux part of a class struggle which then fails and becomes horizontal theatre and Out 1 type explorations of creativity, and even a new idea for capitalism – let us be artists, let us be creative as the May 68 Paris students would argue, now a small number of production firms, with mass media and creative economics, and even elements of style which is about "let the far right be blared, the left will fail." All of this then becomes new management theory, and to Louis Althusser it sounds like capitalism adapted the whole horizontal team-work and co-work action policy, towards as they argue "flexible work". Althusser means that post-Fordism is crisis ridden of course because small production creativity becoming management theory produces a creative semio-capital and other such creative things, if you despise as he argued the nature of Hegel and Spirit.

II. Althusserian economics, Hegel and Spirit – the post-2020s world of course

So not the aesthetic idea of capitalism and post-Fordism, instead we prefer monopoly capitalism and Spirit to be there, something like a Spirit is guiding the economic agenda. Imagine all of that creative capitalism becoming "truly" creative capitalism – that finally accounts, economic Grundrisse, and even aesthetics in pure Microsoft Windows appearance, with historical jottings, and 1990s pagers economic appearances, all of this means that in fact Spirit guides the economy. Louis Althusser meant ideology has to be critical, it may appear critical – that cinema has criticisim, that markets have criticism – that in fact we need political unions of trade union type.

III. Economic Forms and Intellectual Lives

The form of capital, is finally in Cuba a form of Spiritual labour, that produces the Spiritual forms of economics, for instance old Ortega y Gasset forms of rates and economic surplus-value to be transformed to Hotel maintainence.

Intellectual lives are spent calculating how much the economic form amounts to in personal salaries from the state, in universities – my argument is the rate in India is 25 lakh per day, calculated over one month at a rate which then is savings in banks included to spending and financial rates. Not that I spend at all, but that I must as Louis Althusser argues, about his life – 100,000 Euros being spent or saved, and directions of sense creating a expenditure on housing, or even on daily house rent, or maintainence, or in travelling and groceries, or just on outings, all this is the self-

interest rate of spending 10,000 Euros very easily if say one is in a hotel for a day for the reason of freindships calling.

One can tell the economy is a wonder, when intellectual lives are spent on the radio, and on film viewing, and normal house dinners and even in women and sex for Sirohi – his intellectual Spirit, means of course – mainstream this.